An Analysis of Research Topics in Event Management Research

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EVENT MANAGEMENT

- History
- How was it
- Participants
- Involvement
WHY HIRE ME?

• Internship

• Things I have done – Marketing and Management

• My ultimate focus – Make it Big ➔ Bigger ➔ Best
RESEARCH AIMS / COMPONENTS

- Planning
- Organizing
- Implementing
- Leading
- Controlling
COMMUNICATION METHODS AND DIRECT MARKETING

- Social Media
- Technology
- Public Relation
- Advertising
SPREADING THE WORD

SAVE THE DATE

04 03 18

TUES

ANNUAL RESEARCH SYMPOSIUM
RAYBURN STUDENT CENTER
Social Platforms

Pride Online

MANE Sync

Blog  News  Friend  Chat  Tweet  Like  Share  Photo
#HASHTAG CAMPAIGN
ENGAGE AND FEEDBACK
MARKETING STRATEGY HELPS IN BUDGETING AND FINANCING

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<th>Item</th>
<th>Quantity</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
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<td>1</td>
<td>to be put at RSC entrance</td>
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<tr>
<td>Note books</td>
<td>300</td>
<td>Proof provided by Ron</td>
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<tr>
<td>Volunteer t-shirts</td>
<td>50</td>
<td>Proof provided by Ron</td>
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<tr>
<td>Glass plaques</td>
<td>8</td>
<td>Proof provided by Ron</td>
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IMPORTANCE OF MARKETING STRATEGIES IN EVENT PLANNING

• Impact of Marketing strategies on event planning

• Future event planners

• Skills I have learned and obtained

• Why learn marketing strategy
In conclusion exploration of the elements of a marketing strategy necessary in event planning and management is critical to yielding an effective event”. (Park, 2016)
THANK YOU

QUESTIONS ??